

# MANUFACTURING EXTENSION PARTNERSHIP

## Success Stories from the Field

### MACRON DYNAMICS INC

Delaware Valley Industrial Resource Center

#### Macron Dynamics Grows Sales and Employees

##### Client Profile:

Macron Dynamics Inc., designs and manufactures mechanical linear devices that are used in equipment requiring precise motion in an X and Y axis. Applications range from industrial robotics to theatrical staging. Established in 1987, Macron is located in a modern 15,500 square foot facility in Horsham, Pennsylvania. Macron is primarily a domestic manufacturer with national distribution and has 27 employees. Current base sales are above \$1.8 million.

##### Situation:

Macron had developed a new technology that placed them on the verge of significant growth, dependent on securing a large order from the US Postal Service. The opportunity would position the company for a 3 to 4 times growth in sales. Macron needed assistance in preparing to bid on this work and to secure the potential growth, and also recognized a need for assistance in improving the infrastructure, operations, financial management and its employee skills. Macron contacted the Delaware Valley Industrial Resource Center (DVIRC), a NIST MEP network affiliate, for assistance with formal planning, financial management, improved quality systems, and facility layout improvement.

##### Solution:

DVIRC recommended a solution set that would incorporate the following: 1) evaluate the organization's current assessment; 2) develop a formal Strategic Plan; 3) provide coaching and mentoring to Macron executives; 4) develop tactics and metrics; and 5) monitor and review progress on a bi-monthly basis through facilitation of Steering Teams. DVIRC initiated the formalizing of a Management Steering Team, consisting of key management members. Metrics, key operations and financial measurements were agreed upon and established to drive the necessary improvement. In addition, a thorough evaluation of the financial systems was completed, including the development of standard costing and pricing structures. In the operations environment, the DVIRC has assisted with incorporating Lean methodologies therefore improving the flow of the product, developing specific cellular manufacturing techniques for this product, as well as providing guidance for facility layout in all areas. Also, to support the pending large order, the DVIRC assisted Macron in developing a quality system, which included working with the supply-chain partners to ensure the necessary coordination of raw materials. The DVIRC continues to provide Business Solutions Advisor support services on a monthly basis to continue improvement initiatives.

##### Results:

- \* Secured the large order from the US Postal Service.
- \* Increased sales in excess of \$7 million over 2-year period.

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- \* Hired 8 new employees.
- \* Improved managerial effectiveness.
- \* Improved operations.
- \* Reduced lead times.
- \* Achieved 97 percent on-time delivery.
- \* Achieved a more competitive and profitable position.

### Testimonial:

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